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July 13, 2006

VIA ELECTRONIC SUBMISSION

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Re: Emergency Alert System EB Docket No. 04-296

Dear Ms. Dortch:

On behalf of AT&T, Inc. ("AT&T"), Tom Hughes, James K. Smith, Chris Boyer, Jeff Balter, and Jim Lamoureux, met, on July 13, 2006, with the following Commission staff members: Greg Cooke, Bonnie Gay, Sherille Ismail, Tim Peterson, Walter Johnston, and Maureen McLaughlin. At the meeting, AT&T provided an overview of AT&T's planned implementation of EAS on its U-Verse TV product. The attached presentation was used as the basis of the briefing.

If you have any questions, please do not hesitate to contact me at (202) 457-3052.

Sincerely,

/s/ Jim Lamoureux
General Attorney
AT&T Services, Inc.

Attachment

cc: Greg Cooke
Sherille Ismail
Tim Peterson
Walter Johnston
Maureen McLaughlin
Bonnie Gay

EAS Over AT&T U-verse TV

July 13, 2006



Executive Summary – AT&T's EAS Plans

- AT&T recognizes the importance of providing public safety information and consistent with our history of good corporate citizenship is developing an EAS solution for IPTV.
- AT&T is currently providing EAS alerts to customers in San Antonio by retransmitting the alerts provided by local broadcasters.
- AT&T plans to implement the capability to provide EAS alerts on additional content sources, including national channels AND VoD, DVR and user interface on or before December 31, 2007.
- AT&T's plan will include providing all EAS alerts distributed over national EAS infrastructure including national or presidential alerts, state alerts and where available local, alerts provided over this infrastructure.
- AT&T's EAS implementation will be consistent with the FCC's purposes outlined in 47 CFR 11 (e.g. to receive, decode, encode, and distribute EAS messages).

AT&T's Planned EAS Enhancements

- Messages will appear on all national channels
- No alerts on local broadcast channels, re-trans only
- Messages will only appear in affected counties through FIPS code targeting
- Messages will appear during the following:
 - VoD
 - DVR
 - User Interface (e.g., Programming Guide)
 - Interactive Applications
- Alert tones will accompany message
- Color coded for easy recognition:
 - Warnings in Red
 - Watches in Yellow
- Redundancy in the EAS delivery chain to ensure consistent delivery
- Regular Message Repeat Intervals
- Customers can dismiss message after initial viewing

High Level EAS VHO Network Architecture

San Antonio Example

LP-1 WOAI 1200 AM
LP-2 KKYX 600 AM
NWR 162.55 VHF

LP-1
LP-2
NWR

EAS
Receiver
ENDEC

EAS
Receiver
ENDEC

AT&T VHO

Alert
Message

TV Receiver
w/FIPS Code

Emergency
Alert Controller

Emergency
Alert Controller

Message Formatted
For STB

Multicast Addressable
EAS Notification
Message

IPTV Notification
Controller

Alert
Notification

Notification
Subsystem

On-Screen Sequence



EAS alerts over full screen television

Scenario: Incoming Level 2 alert notification, exposing and

Sample Alert Screen Shots



Sample Watch Overlay Screen



Sample Warning Overlay Screen

EAN Presidential Alerts

- Customers forced to pre-selected channel from all functions including:
 - VoD
 - Live TV
 - DVR, time shifted viewing
 - Interactive Programming Guide
- Text overlay advising customers of EAN status

PRELIMINARY – Alert Handling By Channel Type

Type of Channel	EAN Messages	NWS Warnings (EQW, FRW, FFW, FLW, HUW, SVR, TOR, TRW, WSW)	NWS Watches (FFA, HUA, SVA, TOA, TRA, WSA)	Other Alerts (CAE, Amber Alert)
Local Broadcast	Leave on Channel	Pass Through	Pass Through	Pass Through
Premium Live	Force To Pre-Selected Channel	Audio & Text Overlay (Red)	Audio & Text Overlay (Yellow)	Audio & Text Overlay (Yellow)
Premium on Demand	“”	“”	“”	“”
Basic Live	“”	“”	“”	“”
Basic On Demand	“”	“”	“”	“”
Interactive Programming Guide (IPG)	“”	“”	“”	“”
DVR Playback	“”	“”	“”	“”
PPV Live	“”	“”	“”	“”
PPV On Demand	“”	“”	“”	“”

AT&T: A New Era in Entertainment

